LEO BURNETT U.S.A.
Ad No. 995—Req. No. 60925—Page 4/c Bleed—(8¾ x 11¼ in.)—MNI (Denver-Syracuse Test Markets), 1978 (A)
Printed in U.S.A.

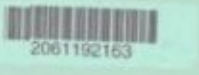
Parliament Lights.

Tastefully light with the recessed filter.

Only 9 mg tar.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 9 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report, May '78.



Source: https://www.industrydocuments.ucsf.edu/docs/xggn0003